MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMM3114 – MULTIMEDIA AND MANAGEMENET
(All sections / Groups)

1 MAR 2019
3.00 p.m. - 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 5 pages excluding cover page.

2. There are 5 questions. Answer **ALL** questions.

3. Please write all your answers in the Answer Booklet provided.

Question 1

Explain 4 contribution of multimedia and multimedia application in the area of business and management.   (20 Marks)
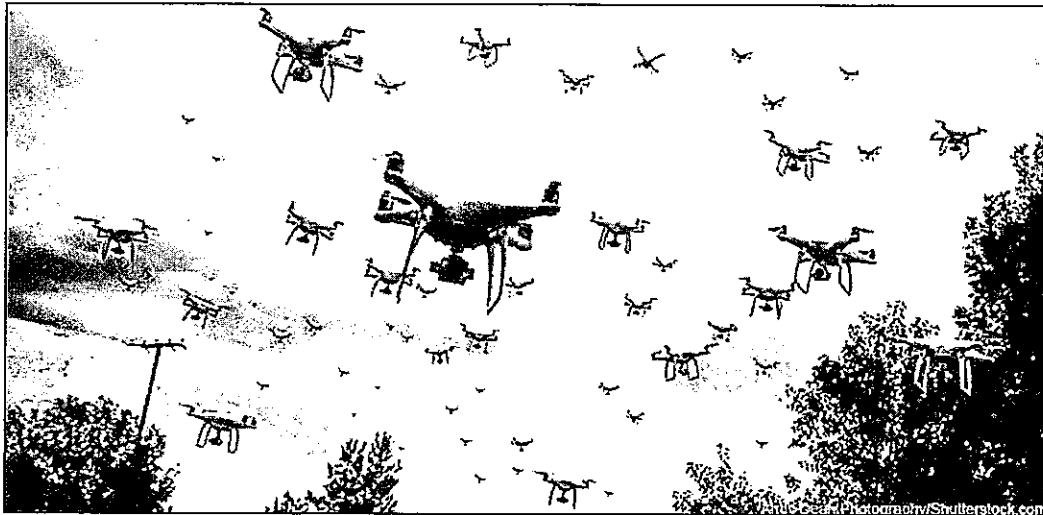
Question 2

a. What are the 4 factors that affecting the legibility of a text in a multimedia application presentation?   (12 Marks)

b. Explain 2 differences between the bitmap images and vector image.   (4 Marks)

c. State True or False for the following statement.

     i. In the animation presentation, kinematics is a study on the movement and motion structure that has joints.   (1 Mark)

     ii. The animation build with 60 entire frames per second is much clearer than an animation build with 24 entire frame per second.   (1 Mark)

     iii. In the animation presentation, inverse kinematics is used to showcase the effect of an image that transforms into another presentation.   (1 Mark)

     iv. JPG98a is an example of an animation file format.   (1 Mark)

Continued ...

Question 3 (20 Marks)

Read this passage and then answer the questions that follow.

While Intel unveiled its first commercially available drone this week with the Falcon 8+ drone, it made even bigger news when it broke its record for a simultaneous launched drone flight that featured 500 of its Shooting Star drones controlled by a single operator. While the Falcon is Intel's wanting into the growing drone space, the Shooting Star drones and recently granted permission from the FAA are designed to be flown for amusement parks, companies, sports teams and cities for celebrations and special events.

"These drones are able to fly as a fleet, this is the first time ever we can show it works so well with so many drones!" said Daniel Gurdan, Intel Engineering Lead.

Intel is hoping to reproduce a little of that magic with its Shooting Star drones.

"We've really thought about what are some of the issues commercial customers face today and when they want to get that crisp, hi-res image, you don't want any of the rotors in the image", she said. "What I mean by that is, with the 8 rotors, you can have up to 2 rotors on each side stop and still fly the drone safely home". It also take two batteries and will seamlessly switch power sources when one is exhausted.

Natalie Cheung, Intel Light Show Business Lead told Guinness, "We're showing regulators around the world that UAV technologies used the right ways can help shape new rules for manned and unmanned aerial vehicles".

Called the Intel Cockpit, it's a completely new design that replaces a previous one that was based on a model airplane controller.

Continued ...

"We believe drones are an important computing platform for the future and we are continuing to invest in technologies and companies that will enable us to provide the best compute, sensor, communications and software integration for the growing drone ecosystem", said Anil Nanduri, VP of Intel's New Technology group, in a blog post, "These announcements represent a string of progress we've made in the drone space".

All of the 500 drones moved as a single fleet, operated by one pilot with a laptop. At this year's CES, Intel CEO Brian Krzanich shared his vision for this, claiming drones are safer and easier to control than fireworks.

(Source: https://newsroom.intel.com/news/intel-breaks-guinness-world-records-title-drone-light-shows-celebration-50th-anniversary/)

a. How can people enjoy the special effects created by the multimedia application as explained in the passage? (5 Marks)

b. Explain 3 expertise that were needed to complete the multimedia application as explained in the passage? (15 Marks)

Question 4 (20 Marks)

IMPACT OF UNCERTAINTY AND RISK ASSESSMENT IN MULTIMEDIA PROJECT SCHEDULING

Uncertainties are common in Multimedia (MM) projects due to soaring levels of creativity in project activities, high dependability on human resources and difficulty to determine activity durations. Such uncertainties lead to higher degrees of risk to meet Project schedules, completion time, resource assignment, and budgeting requirements. A proper Project scheduling model of MM Projects would correct several problems that face MM developers by allowing work within the lower risk domain.

Several models would be adopted for the development of software projects. Such models however cannot be explicitly applied to multimedia projects even though multimedia Projects are considered some form of software Projects.

Multimedia projects involve producing software programs either using programming languages or scripting languages or multimedia packages or a mix of all those. However, they involve the production of several other assets including video files, animations files, images, sound and narration files, and also text files. This different nature makes it difficult to apply software or IT projects development models to MM projects directly without alterations.

Continued ...

A thorough search for multimedia Project management models reveals that there exists rare cases and very few models which discuss multimedia projects scheduling in detail. Others may have been developed by multimedia production companies or groups, as the two next methodologies, that were conceptually and partially adopted with modifications. The two models are 'Multimedia Pathways', and 'Adapted Multimedia Pathways'.

Multimedia Pathways is a development methodology for interactive multimedia and online products for education and training. This methodology suggested that interactive multimedia products follow a development process based on collaborative analysis and design, iterative and rapid prototyping. Small development teams are utilized and are comprised of specialists with advanced tool sets, and project management bases on prioritization.

A drawback is that there is no comprehensive advice given on how to use the life cycle and with iterative phases, no information is provided on the number of iterations and which phases should be iterative or not.

a. Discuss 2 uncertainties and risks normally faced by the current Multimedia Project Manager.   (10 Marks)

b. How the multimedia project manager could use Web 2.0 apps to enhance the process of the multimedia project management?   (10 Marks)

Question 5 (20 Marks)

Task	Month											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Design the outlook prototype of the website.	▨	▨	▨	▨								
Planning the idea to develop the website					▨							
Writing the user manual of the website usage.						▨						
Testing with the development team members							▨					
Party to Launch the Website									▨			
Testing with the public audience											▨	▨

Continued ...

a. The table shows the Gantt chart of a website development project. Identify the possible errors in the Gantt chart and draw the correct Gantt chart.   (15 marks)

b. State True or False for the following description

Bil.	Icon	Description	True or False
i.	(i)	Attribution	(1 Mark)
ii.	(cc)(i)(=)	Attribution + Derivatives	(1 Mark)
iii.	(cc)(i)(↻)	Attribution + Share Alike	(1 Mark)
iv.	(cc)(i)($)	Attribution + Commercial	(1 Mark)
v.	(cc)(i)($)(=)	Attribution + Non-commercial + Derivatives	(1 Mark)

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